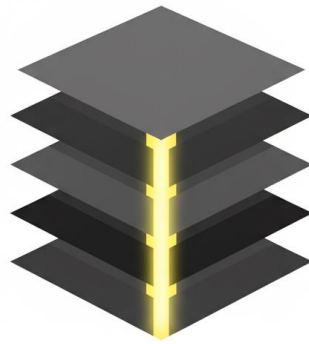




The Foundation

The Bedrock of Intelligent Decisions

Tagline: *Mapping Your Decision-Making DNA*

The Problem: The Unseen Architecture of Failure

Most organisations operate without understanding *why* they make the choices they do. They invest in data tools, strategy sessions, and leadership training—but ignore the foundational layer: **the human and systemic drivers of decision quality**. This leads to recurring, costly failures:

- Strategies that clash with core organisational values.
- Data ignored due to unaddressed cognitive biases.
- Initiatives derailed by misaligned risk tolerance.

You cannot fix what you haven't diagnosed.

The Solution: The Decision-Making Genome Project

The Foundation is the diagnostic engine of The Decisionsmiths' ecosystem. It is a rigorous, PhD-backed assessment that maps your organisation's unique **Decision-Making DNA**—the invisible architecture shaping every choice you make.

We don't guess. We map.

Core Function: The Diagnostic Engine

The Foundation operationalises the **6-Layer Human Decision Framework** into an actionable diagnostic tool. It uncovers the root causes of decision pathologies and identifies leverage points for transformation.

How It Works: The 6-Layer Assessment

1. Biological Hardware Scan

- a. *Measures:* Innate risk tolerance, stress resilience, and cognitive load capacity.
- b. *Tool:* Adapted neuro-behavioural profiling.

2. Internal OS Audit

- a. *Measures:* Core values (Schwartz Model), mental models, cognitive sophistication.
- b. *Tool:* Values & Bias Inventory.

3. Learned Software Analysis

- a. *Measures:* Knowledge structures, pattern recognition quality, and decision history patterns.
- b. *Tool:* Decision Archaeology™ review.

4. Dispositional Executive Profile

- a. *Measures:* Conscious and unconscious drivers (power, achievement, affiliation).
- b. *Tool:* Motivational Mapping.

5. Runtime Environment Assessment

- a. *Measures:* Time pressure impacts, meeting dynamics, social influences.
- b. *Tool:* Contextual Analysis.

6. Ecosystem Cultural Map

- a. *Measures:* Organisational culture, incentive alignment, psychological safety.
- b. *Tool:* Cultural Dynamics Assessment.

The Technical Delivery

Our engagement delivers:

- **Comprehensive Profiling:** Each key decision-maker completes the layered assessment.

- Organisational **Synthesis**: Data is aggregated to reveal team-level and organizational-level patterns.
- **The Decision DNA Report**: A detailed analysis highlighting strengths, vulnerabilities, and specific intervention points.
- **Strategic Roadmap**: A prioritised plan for integrating findings into Keystone and other Decisionsmiths services.

Inputs & Outputs

Inputs	Outputs
• Leadership team profiles	• Decision DNA Map
• Historical decision data	• Bias & Risk Heat Map
• Cultural artifacts	• Intervention Priority Matrix
• Behavioral assessments	• Baseline Metrics Scorecard

Depth of Intervention: Addresses **all 6 layers** of the Human Decision Framework

Investment: Based on a per candidate, per test basis

Ideal Client Profile: Organisations facing repeated strategic surprises, leadership misalignment, or stalled transformation efforts. Those ready to move beyond superficial fixes to address root causes.

The Bottom Line

The Foundation isn’t another assessment—it’s the **cornerstone of intelligent transformation**. It provides the essential self-awareness that makes every other investment in data, AI, and strategy actually work.

Without this foundation, you’re building on sand.